

THE LABOUR ORGANISER

No. 14

NOVEMBER, 1921

Price 4d.

OUT OF THE RUT

IDEAS AND ACTIVITIES IN BRIEF

The East Islington Labour Party are to be congratulated upon the production of one of the most interesting and effective programme get-ups that we have seen. A dainty booklet of eight pages and cover (rough size $7\frac{3}{4} \times 3\frac{1}{4}$) has been produced entitled "Syllabus of Labour Events in East Islington, Winter 1921-22." On the front cover appears a timely calendar for 1922, and inside are to be found the announcements of the Party got up in attractive form and covering quite a big range of commendable activities. Appealing to the man in the street are football fixtures on another page, an intimation of which is contained on the front cover. Excellent work has been put in in securing advertisements, of which we notice no less than fifteen. Many of these are attractively set, and are by no means solely of Labour interest. We understand that 10,000 of the booklets are being delivered free in East Islington, and we trust and expect that great good will result. The local agent is Mr. Miles, 248 St. Paul's Road, N.

A function of Parliamentary agents, not always efficiently performed, is that of keeping speakers—and often candidates, too—well primed as to facts and points for the platform. The provision of "Speakers' Points" is always specially helpful. We have been very interested in reading through the points for speakers provided during the recent municipal elections by Mr. Wilfred Whiteley, agent to the Huddersfield Labour Party. The points that were supplied were, of course, mostly of local application, and hence are unsuitable for reproduction in this journal. They

appear, however, to bear evidence of considerable care in the collation of facts and deduction of points therefrom, and Mr. Whiteley is to be congratulated upon the useful work put in. Incidentally we may say that the duplicating work was exceptionally well done, and the clean copy of three foolscap pages that we have received does credit not only to somebody's duplicator, but also to the person who used it.

A little used but effective electioneering device suitable for adoption where a series of candidates are being run was put into operation by the Peterborough Labour Party. This consisted of the publication of a little illustrated "Who's Who" in booklet form, running to sixteen pages. The publication was prefaced by a tersely worded introduction to the Peterborough Labour Party written by Mr. S. T. Digby, the local secretary. The succeeding pages gave the photograph and an interesting résumé of the public work of the six candidates that were run. Among them, we noted, was Lieut. J. L. George, who, it will be remembered, recently contested the Louth Division. Lieut. George has a long series of public offices to his credit.

We are glad to note that municipal candidates are appreciating the added effectiveness of the imitation type-written circular as compared with ordinary printed matter. We have received, among others, two addresses similarly produced in support of the candidature of Mr. Wm. H. Cooper for the Wolverhampton council elections. We note that one circular was a special one to the women, and we mention this instance as an example worth following, even in local elections where the Parliamentary practice is often omitted.

Certain samples of election literature that have reached us lately indicate occasional lapses from the provisions of the Corrupt Practices Acts, mainly, we believe, due to ignorance and a want of knowledge of the finer points. For instance, an imprint "printed and published by (here following the name and address of the election agent)" is in our opinion wrong. The agent is *not* the printer of the publication referred to, and he does, in fact, here sin in two respects, inasmuch as his publication does not contain the actual name of the printer, and furthermore, publishes an actual mis-statement. There are circumstances under which this might have been serious.

It is well to remember that while the publisher cannot describe himself as the printer, the printer himself may in many cases be described as the publisher, and often it is more convenient so to do. It is hardly wise, however, to abuse even this facility, as it is obvious that unless the printer hands over matter to bill distributors or bill-posters, as the case may be, that he is not even nominally the publisher.

Another instance where electioneers sometimes go wrong is in the publication of an introduction card bearing solely the candidate's photograph and signature. This, in our opinion, might easily be construed to be intended as a mark of distinction, and the precaution should be taken of adding some words of exhortation, if only the hackneyed "Vote for."

An encouraging feature of a recent meeting addressed by the Editor of the LABOUR ORGANISER was the interest displayed by trade union secretaries present in the explanation of the uses and advantages of the trade union register, and the methods advocated for building on trade union membership and securing its maximum working within the Party. An immediate outcome was the offer from the general secretary of a local union to hand over for Party use the names and addresses of over 7,000 members resident in the

constituency concerned. The addresses were fully up to date, as the collection of contributions is taken at the workers' homes, and the value of the aid offered is immense.

It is pleasing to note that increasing success is attending agents and local officers who set about this work, and this is largely due to an awakening on the part of trade union officials to the possibilities of the information. The principal national officers of the Party also add their recommendations to the plan.

On the same subject we are glad to hear that Mr. E. Baldwyn, the Walsall agent, has a marked register of about 8,000 names. He follows the LABOUR ORGANISER method of enlightening the election canvassers by the marking of the canvass cards to show whether a man is a trade unionist (and if so, what union), co-operator, Party worker, or so forth. This method, it will be remembered, was fully dealt with in our October issue of last year, and was later reproduced in the *London Labour Chronicle*. Mr. Baldwyn marks his cards with a figure or letter only to indicate the nature of voters' membership, and it is of interest to reproduce the key as follows:—

Members of Labour Club	1
N.U.R. No. 1	2
N.U.R. No. 2	3
N.U.R. No. 3	4
Gas Workers, No. 1	5
Fancy Leather Workers	6
Individual Members	7
League of the Blind	8
Iron and Steel Trades	9
Woodworkers	A
P.O. Workers	B
Co-operative Workers	C
Women's Guild	D
Harness Furniture	E
Pelsall District Miners	F

Next month, "In London Town," by the Editor, and the usual budget of helpful articles.

THE LITERATURE STALL

How to Make Money and Members

If we could get a census of Local Parties showing how many run literature stalls or literature departments, we should get an eye-opening discovery of neglected opportunities. Contrasting somewhat with the I.L.P., which has always set a splendid example of how to propagate in this direction, the personnel of Local Labour Parties is usually less aggressively propagandist, and its delegates are practised more in branch routine and administration than in lines of propaganda. Yet Labour in the constituencies has got to wake up on this matter. There is no surer way of securing a convert than to get him to buy a pamphlet. Even one's own members may profit therefrom, too.

The sale of literature in the hands of a live committee can be made a considerable source of income. I have known over £20 sold at quite an ordinary-sized town's meeting, and bumper sales at really live demonstrations. This spells income, but what is more, it means seed sown that will flower and bear fruit greatly to the Party's prosperity. Literature makes converts where nothing else could carry conviction. It answers the doubter and convinces the thoughtful. No other weapon so well answers the half-truths and misrepresentations of rubbishy journals.

In the first place, however, not everyone knows what to sell or how to get it. Ignorance of the Labour Party's own publications is widespread. A complete set is worth while for the education of your committee on what to sell. There is a wide range of subjects, and at some meetings literally dozens of certain publications could be sold. After the Party's own stock there are other publications to be considered. Both the I.L.P. and the Fabian Society have stuff of rare propagandist and educational value. These bodies are

affiliated to the Labour Party, and their literature mostly harmonises with the Party's policy. This is important. No Local Labour Party has a right to sell the literature of Labour's enemies and Labour's critics, and of impossibilist freaks and cranks, or to place on sale on its stalls literature bearing on highly controversial questions, religious or social, regarding which confusion might arise as to whether the publications represented an official view, or not.

This point is important, and it is time greater vigilance was exercised—and it ought to be exercised by Local Parties. There is no desire to exert a censorship over what shall be read, but on a Party stall only what is in harmony with Party policy should be admitted. I have known several instances of literature bought from a professed Labour stall which has actually fought off earnest inquirers who were repulsed by the views expressed. I have known worse, even, than that. I have seen stalls at Labour Party meetings *with not one single Labour Party publication upon them*, but chock full of the literature of insanity and book and pamphlets to mislead. Better, far better, no stall at all, for mischief was being done. It is true also that literature is sometimes bought for its title, and not because it is known what it contains.

Another point. Labour Parties should "do" their own meetings. Whoever else sells literature the Labour Party organisation is foolish to stand aside. It is its function to sell its literature. It should do its own work. Furthermore, if an unwise choice has been made by your own literature secretary or committee the remedy is in the Party's hands. If, however, the literature stall is farmed out there is no control over what is sold. Your Party may be misrepresented by irresponsible fools to no end.

It is wonderful what Pluck will do in politics. Some Local Parties want pluck. The same quality is needed in a literature seller. Literature selling is

really easy, particularly in the wait before a meeting commences. At one time I used to enjoy this pastime. I took a turn for a change a day or two ago. I took 13s., and my fair competitor took 4d. But absolutely the only difference was that I *asked* people to buy; the lady *waited*. It just lies there. People will handle all you've got on the stall, and won't buy. But *push*, and you will sell out, like I did. It really is the only way to sell.

Form of resolution for next meeting :

"I move that a Literature Committee be appointed, to consist of four persons and a secretary, and that this committee be instructed to prepare plans for the sale of Labour literature by the Party, and report at next meeting. Meantime, the committee shall be authorised to invest a sum not exceeding in the purchase of suitable literature."

*What you save in Cash you
lose in Efficiency unless
all the officers of your Party
get the*

LABOUR ORGANISER

(Continued from page 7)

Once the idea is firmly grasped that non-pollled *isolated* numbers *in streets* are to be taken from the scratch board, and that the corresponding non-pollled cards are to be picked out, the remainder being rejected, the whole process of getting at laggard voters is simple.

In conclusion, the apparent over-elaboration a first sight of these devices suggests, in *practice* does not exist. Effort is economised, and is *concentrated* where effort is most needed, and right through, orderliness, thoroughness, and systematic work is encouraged.

The card, and covers, have been admirably and cheaply produced by the London branch of the National Labour Press, Ltd., 8-10 Johnson's Court.

THE SECRETARY'S PAGE

Help and Hints in Season

We have recently seen an interesting method of preserving various samples of election and organising literature which has been adopted by Mr. Baldwyn, the agent at Walsall. Mr. Baldwyn has made an extending file of a type fairly commonly known for office use, but nevertheless difficult to describe. The election worker will however best understand by recalling the ordinary type of wall board which is usually made of several strips of cardboard hinged with adhesive tape, and made to collapse into small compass. With the wall board one side only is used at a time. The file under notice, however, is made 15 in. by 10 in. (*i.e.*, crown folio), and is used both sides, while it may, of course, be added to and extended indefinitely. Altogether it is a very neat and portable arrangement. We have found a perusal of the samples very interesting, but on the whole we think they disclose how much Labour (and in fact other parties, for enemy literature has also been filed) have to learn in the way of brightening and making attractive their election appeals. The attempts of some people to accomplish this are instructive, otherwise the collection would be a damning indictment of the lack of originality and real advertising efficiency among electioneers. This, of course, is no fault of Mr. Baldwyn's.

We would like specially to draw our readers' attention to the flat duplicator advertised by Messrs. Andrews & Co. in another column. This is the cheapest and most efficient duplicator of the type that we know, and a very large number are at present in use in Labour offices. Local Parties who stint their secretary of a duplicator simply stultify his efficiency and needlessly increase their printing bills. The duplicator, in fact, pays for itself in a

very short space of time. We have seen most excellent work turned out on Messrs. Andrews's outfit, which is compact in form and simple in use. We note that several Labour agents have been so pleased with this duplicator that they have given testimonials respecting same. A line to Messrs. Andrews would secure samples of work of a truly eye-opening character, together, we believe, with a special temporary concession regarding prices which is open to Labour organisations. The duplicator is also sent out in approved cases on one month's free trial, which would imply that the makers themselves have every confidence in the article they have to offer.

Everyone concerned in dealings with printers will have realised again and again how much most of them have to learn regarding packing of goods. It is no uncommon thing to receive a parcel of printing of which a good proportion has been disfigured by marks of string and rope, while insufficiency of packing, leading to exposed and torn edges, is not unknown. Another fault that is frequently experienced occurs with the packing of classes of printing which obviously have been bought for use extending over a considerable period. Letterheads, for instance, instead of being delivered to a customer stacked in bundles of 1,000 sheets, ought to be packeted in 250's for convenience of storage. Now that the price of strawboards is more reasonable a goodly opportunity awaits the printer who will profit by it to send out his stuff nicely boxed in convenient lots. The cost is not appreciably more, and customers would appreciate the service, while those who don't care to send out disfigured literature would probably effect an actual saving even if the boxes were charged for. We advise our readers to insist on proper packing by whomever supplied, and to patronise only those firms who consider their customers in this way.

Our advertising columns bear several offers from Labour printers of election envelopes at what are exceptionally low prices. We would strongly urge all concerned to at once settle on the size and quality of envelope desired for general election purposes and to then place the order immediately. An altogether erroneous impression is abroad that prices, which have already fallen to an amazing extent, will fall still further. We believe that impression to be based on an altogether wrong conclusion. Envelope prices have, in our opinion, now reached rock bottom. At least one of the factors responsible for present prices is the rate of exchange, and imminent attempts at stabilisation are likely to lead to an increase of prices as the first result. Secretaries and others who delay the purchase of envelopes are really now gambling at very long odds, and against any prospect of a further reduction is to be placed the disadvantage they will be at when envelopes have to be written up at a heavy cost during the stress of an election. It is far easier to get the envelopes voluntarily written up now by holding regular writing nights for the purpose, than it will be later on when every worker ought to be engaged on more effective duties.

Users of typewriters frequently experience a disappointment with their carbon copies even when using well known proprietary carbons. We ourselves have recently effected a considerable improvement after experimenting with different carbons, and pass the information on for our readers' benefit. Twice the number of good carbon copies have been secured by changing the brand used. We would willingly pass on the name of the firm from whom we get our present supplies, but for the unfortunate fact that this firm has much to learn in the way of business efficiency. An order for a supply of quarto and foolscap carbons took six weeks to execute. The first package arrived cut to a monstrous size (which may have been a quarto of something

made to land measure and not to paper measure), together with some offcut strips of no possible use. On returning the parcel we received a supply of quarto cut to more reasonable measure, but still not standard, and the foolscap supplies never came to hand. Nevertheless our readers may take the tip as to altering the class of carbon paper used and derive some benefit.

SYSTEMATIC ELECTIONEERING

By W. STEWART RAINBIRD,
Agent, North-East Ham Labour Party

Members of Labour Parties still wrestle, in their electioneering battles, with equipment which absorbs a vast amount of effort with results not in proportion to the energy expended. On polling day—the consummation of the campaign—hapless workers too often tend a machine with faulty parts, or which with the depravity of carelessly designed mechanism persists in involving the worker in its own delinquencies. The worker, instead of directing, follows the machine.

The writer attempts to illustrate a mechanism which costs less in proportion to results than older methods, economises time and energy, and which has stood the test, although not fool-proof, of the critical last hours of polling day.

The “family” card, *i.e.*, a card which economises time in writing-up by bearing all the electors in a house under one address, but which cancels the saving through its inelasticity during the canvass and during the added process of preparing separate lists or street cards for fetching-up purposes; an adapted “family” card involving rather difficult processes in use as a fetching-up card; the ordinary “single” card, *i.e.*, one elector on each card, with covers which served principally to protect the book of cards—each of these types in varying forms (inclusive of the old canvass book, really a bound series of family cards) have been tested, and the “single” card in the opinion of the writer holds

the palm. The single card admits of the use of the information now systematically collected by an increasing number of Parties to be given *practical* effect, and in the availability and use of this information the Labour forces have a distinct advantage over their opponents.

The canvass card illustrated is not an experiment; it is the result of experiment. This card, besides being adapted for use as a “fetching-up” card on polling-day, serves three other valuable purposes: it allows information from the Marked Register to be given to aid the canvasser; the time when “shift-men,” such as miners, may be counted upon to vote may be recorded; the “I-never-have-and-never-will-vote” type, and the genuinely unable-to-vote elector may be recorded and dismissed.

The canvass book covers are utilised, in the case of the front cover, to keep track of the canvass, and in the case of the back cover to serve a similar purpose as the familiar “guide-card” in a card index. The back cover projects half an inch above the book, and bears between the first and last *promised* register numbers the name of the street. Hence, when a polling district of books is set up in a street rack, it will be obvious that the books are self-indexed, with rapid alphabetic reference to streets (register order) and numerical reference to *promised* register numbers also. In fact, each canvass card is indexed during the canvass, and when the operations outlined are completed, without additional writing the fetching-up card is also indexed for polling day.

So much for the device. How is it used as a fetching-up card?

Let us imagine a book of cards set up in the rack, to a partition of which the back card (guide card) is clipped. Forty promises have been recorded in this book of fifty cards. The ten *non-promise* cards are *rejected*, the forty *promise* cards collated and returned to the rack. Promises are now recorded on the scratch board, or marking-off

sheet, by obliterating all those register numbers which correspond with the numbers of the ten rejected non-promise cards.

It will now be obvious that there are forty numbers *isolated* upon the scratch board coinciding with forty cards *isolated* in the rack, and that the cards in the latter and numbers in the former are Labour promises. Upon these promises the whole machine is concentrated upon polling day. (It should be noted in passing that upon the scratch board used there is provision made for marking the names of streets, so that clerks or stewards are not faced with blind rows of numbers, but with an intelligible plan of battle.)

The simplicity of the system in operation may be observed at once by watching the progress of the number of an elector who has polled. A number is received and marked off. It is a promise. The steward at the rack "working the card" sorts out cards bearing these numbers and passes the remainder to the "out" tray. The retained cards are replaced for stimulation.

At a rush period a certain degree of

skill is required to reduce the cards rapidly, but those conversant with committee-room practice will recognise that the method of "calling streets" by marking only the unpolled numbers entails less and less work as the time for effective work contracts. The steward knows how many times a batch of cards has been sent out, for each time he strikes through a number on the simple device at the top of the guide card.

The space "Has voted" is provided, so that a "fetcher-up" may with a tick of the pencil indicate that a voter has polled, and a card so ticked is treated as a checkers' list, the number scratched as polled, and the card passed "out." In breakdowns at the polling station, when the flow of numbers is interrupted, this device has proved very valuable. The "Has voted" device is useful for vehicular "fetching-up," the card being "timed" in a trap timer or on a time board, and the fetcher-up ticking off elector as he enters vehicle. Such a card is treated as a checkers' list, as above.

(Continued on page 4)

Reg. No. 50	P.D.	Has VOTED
Name Smith		
Address 20 Sixth		
T.U. ✓	Co-op.	Soc. ✓ Memb.
AGAINST	FOR x	DOUBTFUL
WILL vote at 8-1 1-5 5-8 WON'T vote. [.....] Send Vehicle? (..... x)		
Removed to:—		
III		
O		

See Article "Systematic Electioneering."

CANVASS

Block *B* Book No. *6*

Street *Sixth Avenue*

from *1* to *50*

Canvassed by

Name *D. Richards*

Address *53 Sixth Avenue*

1st time out: No. of day only (*17th*)

• BLUE CROSS •
here when
• COMPLETED •

Report DAILY at Committee Room

353

Sixth

363

First No.

St. Rd. Ave.

Last No.

OUT

1

2

3

4

Scratch No. each time sent out on Polling day.

Block (*B*)

Back Cover

and

Guide Card

to be attached to
Rack on Polling
Day

LAW AND PRACTICE

[Under this heading we propose to print brief and chatty explanations of points of commoner interest concerning the Law and Practice of Elections. Readers are invited to suggest points for notice herein, but are reminded that suggestions made may not necessarily be dealt with in the next issue.—ED.]

Some Questions Answered

(1) A correspondent inquires whether, during the general election, public schools outside the constituency may be secured for the purpose of meetings under the special provisions of the 1918 Act.

No, the Act of Parliament clearly lays down (R.P. Act 1918, Section 25 (1)) that the use of a suitable room is confined to "a school situated within the constituency for which he is a candidate." In view, however, of the wide front which Labour will present at the general election, it should be possible in most cases to arrange for the candidate in an adjoining constituency to engage any schoolroom situated in such an area as to be of greater practical advantage to a neighbouring candidate, and to hold therein a meeting which should be of equal benefit to the neighbour technically barred from commandeering the room.

(2) The number of Parliamentary electors in a certain borough exceed the number entitled to the municipal vote. The question is asked as to which number of electors in a particular ward may be taken for the purpose of calculating how many committee rooms may be paid for. It is fairly obvious that in the case of a municipal election it is the number of burgesses that governs the scale, and in the Parliamentary election the number of Parliamentary voters. It should, however, be remembered that there is no limit on the number of committee rooms that may be used, the limit applies solely to the number that may be paid for, and if full use is made of voluntary tenders of sympathisers the question of exceed-

ing the limit should never arise concerning committee rooms.

(3) A correspondent inquires as to the means by which an extension of the hours of polling may be obtained at a Parliamentary election.

By the provisions of the Extension of Polling Hours Act, 1913, a candidate or an election agent may give notice to the returning officer (1) that he desires the poll open at 7 a.m. instead of 8 a.m.; (2) that he desires the poll to close at 9 p.m. instead of 8 p.m.; or (3) that he desires both extensions. The notice must be in writing in the prescribed form, and must be handed in during nomination time or within one hour afterwards. If the above facilities are desired, or either of them—and this matter should be carefully studied from several aspects—it is not advisable to rely on an opponent's agreement or offer or promise to give the necessary notice. If the candidate who has given the notice withdraws the extension falls. It should be noted that the returning officer has no option of refusal.

LOCAL NEWSPAPER MEMS

It is interesting to learn that the various localised editions of the *Labour News* total a weekly circulation of 20,000. This is a respectable beginning, but at least one 0 could be added at an early date if Local Parties only took their courage in both hands and went out determinedly to supplant the foul organs of the capitalist Press with something better. This is written on a Sunday, and to-day millions of workers will be reading the dished-up filth of the past week in putrid journals whose roots are founded in such garbage. Of course all are anti-Labour. Incidentally, may we wonder why the worker buys such stuff? The writer has not bought a Sunday journal since August, 1914, and the only thing missed has been the contamination of falsehood and filth. But if our own friends are prepared to go on over large areas of the country without making any effort to oust these rags from their pre-eminent place in

workers' homes, they must expect a large part of their other efforts to be failures. Yet a local paper is so easy under the scheme the Party offers.

The special municipal edition of the *Labour News* ran, we understand, to approximately 130,000 copies.

Most editions that have reached us during the past month indicate the great use Labour has made of its little journals during the municipal elections. Labour certainly gets more value out of its papers, circulation for circulation, than do its opponents. An ounce of truth goes a long way.

No. 1 of the *Carlisle Labour News* has reached us. It is a paper of which no ordinary proprietors could feel ashamed, and reflects credit on the Carlisle Labour Party. They have only now to stand by and foster their infant and the time will come when the "Press" (*i.e.*, circulation and influence) will be in their own hands instead of their opponents. The point is not always realised that once Labour builds its own press that of its enemies will wane mighty quick. When the work of *wearing* the workers has gone far enough we shall see some collapses in the newspaper world. But before that we must teach our Local Parties to take stomach of the fight and start those papers. Go ahead, Carlisle!

The *Birmingham Town Crier* is going back to the penny. So, too, we hope are several more of our local journals, some of whom ought never to have exceeded it. The penny has yet a magic part to play in our economic life. Its importance lies in its unimportance; it is attachable because it is so easily detached. The penny, in fact, is the Collectivist coin *par excellence*, and the individual coin grows prodigiously rich in the company of his comrades. The age of the penny is not gone yet, so our local newspaper promoters must cut their paper to that measure, and learn how to make it pay.

WANTED by the BURSLEM, STOKE-ON-TRENT, LABOUR PARTY a

PART-TIME AGENT

(Three days a week). Salary £3 per week.

Applications to be sent, not later than Nov. 14, to—

Mr. W. AUCOCK, 35 Leonard Street, Burslem, Stoke-on-Trent

A local agent writes: I am equipped here with:—

Fraser's "Representation of the People Act, 1918; Rogers's "On Election," vols. 1 and 2; Parker's "Election Agent"; Seager's "Corrupt and Illegal Practices," "Parliamentary Elections," "Registration of Voters," "Municipal Elections," and "Reform Act, 1918"; Seymour Lloyd's "Elections, and How to Fight Them"; Labour Party's "Handbook of Local Government"; R.P. Circulars up to 112, indexed and filed, with following copies of Acts of Parliament: Municipal Corporations Act, 1882 (Nos. 45 and 46 Vict., Ch. 50), Amended; Municipal Elections (Corrupt and Illegal Practices) Act, 1884 (47 and 48 Vict., Ch. 70), Amended; Corrupt and Illegal Practices Prevention Act, 1883 (46 and 47 Vict., Ch. 51); Local Government (England and Wales) Act, 1888 (51 and 52 Vict., Ch. 41); Local Government Act, 1894 (56 and 57 Vict., Ch. 73); also "Practical Index of Management of Elections," by Ellis T. Powell.

Truly a formidable armoury, but not complete! There are several Amending Acts to R.P. 1918 that are not mentioned, while of other Acts we might say, as the grocer said of his eggs, there are Acts, Acts, Acts, and Acts. On our own bookshelves repose several other volumes, now out of date, that are nevertheless of value yet in many respects. The beginner may be aghast at the cost of his textbooks (though we advise him not to take too big a dose), yet how meagre is the fare compared with what an elected person must digest if he takes his duties seriously.

FINDING WORKERS

The Campaign Canvass Card and Its Working

One of the axioms of electioneering is to know your vote and poll your vote, and all the rest is easy. Be that as it may, it is by no means always easy to know one's strength in a constituency. Nor is it unknown for a huge potential vote to lie untouched and unexplored in a particular area while the affairs of the Party are carried on by some hole-and-corner body almost divorced from the great force that it is theirs to use and poll when they know how.

In the development of a Party it is all-essential that its influence should be constantly spreading, its membership growing, and its workers getting constantly more numerous. The secret of success lies not in overworking the willing horses, but in spreading the responsibilities and work of the Party over as many shoulders as possible. This again is not easy unless one knows how, and it is here that the campaign canvass card, which we illustrate in this issue, serves its purpose in finding workers and widening the avenues from which votes are to be obtained.

Even in the tiniest Party the existing personnel will always have a certain following, and will know, individually, numbers of other people not connected with the Party, but nevertheless Labour sympathisers. Again and again great losses are experienced in actual influence and voting strength because the collective knowledge of the individuals comprising the Party is never secured. To illustrate this let us imagine a Party consisting solely of fifty persons. Each one of these persons has a ring of acquaintances, workmates, and other connections, whom they well know to be favourably disposed to the Party. The aggregate number known by the fifty individuals will form a respectable figure. When, however, the election takes place each individual goes to his post on a geographical basis,

and in nine cases out of ten that individual's influence on his friends and others in other areas is lost. It is not even always made full use of by workers in the areas in which they actually work. As remarked above, the leakage of personal influence from this source multiplied by the number of workers in a Party is nearly always considerable, and frequently sufficient to affect the result.

The Campaign Canvass Card is intended to secure for the Party *before* election time the full value of the personal knowledge of a Party's members concerning the tendencies of their friends. Even more than that, it is an attempt to secure from the same source (that is to say, from the *most favourable element that could be conceived*) a body of fresh workers who will come in to carry on the work of the Party.

We have repeatedly advocated in these pages schemes for the purpose of rousing the interest of rank and file trade unionists. We have advocated the systematic canvass of trade unionists for the purpose of inviting them to become *active* members of the Party. More important still, we have advocated using this opportunity for the purpose of securing trade unionists' wives as individual members. The Campaign Canvass Card, however, strikes out on different lines, and is intended not so much for the purpose of working definite sections of the community, as for the purpose of attaching *all and sundry* in whatever walk or station of life they may be, provided their sympathies are known first of all to some member of the Party.

From the sample illustrated it will be seen that a card is provided ruled to enable members of the Party to write thereon the names and addresses of persons whom they *know* are sympathetic. The illustration is not necessarily the best form of the card mentioned, as some instructions might be added, or the workers might be reminded of the possibilities of canvassing workmates, neighbours, and others.

Again, the term Campaign Canvass Card may be varied in a dozen different ways. We may have, for instance, a — — Labour Party's Spring Campaign, a — — Labour Party's Forward Movement, a — — Labour Party's Summer Hustle, the May Campaign of the — — Labour Party, or any alternative to strike the imagination.

The best way to adopt the scheme under notice is to secure a full meeting of one's Party where an explanation is given. All members are asked to take a card and to return same, say, in three weeks. Extra cards may be had without limitation. At the end of the first week a reminder might go to all possessing cards, making inquiry as to how the work is proceeding. This helps to get over the fatal habit of many people who put such things away without troubling about them till near the time of returning them. At the end of the second week a further inquiry might be sent bearing some encouragement concerning the progress of the campaign, and asking for a special effort during the final third week. The cards then should be rigorously collected whether filled in or not.

Where this plan is pursued the result, given any body of workers worth their salt, would be a list, even in the tiniest Party, of anything running from 100 to 1,000 names. Many duplicates would be discovered, and the work of sorting the names out into street or district order might take several workers a whole evening. This does not sound very terrible.

Extremely valuable as has been the collection of the information mentioned—and let it be remembered that fresh cards may be issued time and time again till the whole thing exhausts itself—it is in the after-work on the list that its main value lies. It cannot be too strongly emphasised that if this list is worked upon systematically a remarkable return is possible. Bear in mind the list of names obtained is that of persons *known* to present members of the Party as being already sympathetic. This is

infinitely better than a list of alleged "Fors" at election time. There is a personal knowledge concerning them.

The work now to be proceeded with is that of testing the information and inviting these people to join the Party as individual members and active workers. What more favourable ground? Bearing in mind the fact that an average of ten names apiece could be expected from the total present workers in a Party, it follows that, after duplicates had been struck out, a list of probably not more than eight persons apiece would remain for each worker to take and interview. So far from there being a terrible amount of work to do under the system under notice, its distinguishing feature is its simplicity and the trifling effort which workers are asked to put in. It is unchallengeable that with the first-rate introduction one has to the short list of names the worker will possess, he will be able to secure at least *some* new workers and members. If any substantial number of names of actual sympathisers have been sent in it is utterly impossible for that list to be visited and invited without some definite and tangible return being forthcoming in the way of fresh blood. What is more, people who object to, or who are afraid of, raw canvassing at election times, cannot raise the same objections of visiting a list of sympathisers. It is splendid breaking-in ground for the worker fresh to organising and electioneering.

That the scheme mentioned is no fantastic paper plan may be gathered when it is stated that we owe one of the finest municipal victories in the country to the adoption of this plan. It has been advocated in the Midland Training Classes for Election Workers, and it has been put in operation in many constituencies with considerable success. Much depends on securing the enthusiastic support of your workers at the first meeting and in consistently following up the holders of the cards while the campaign is on. Much more then depends upon systematically utilising

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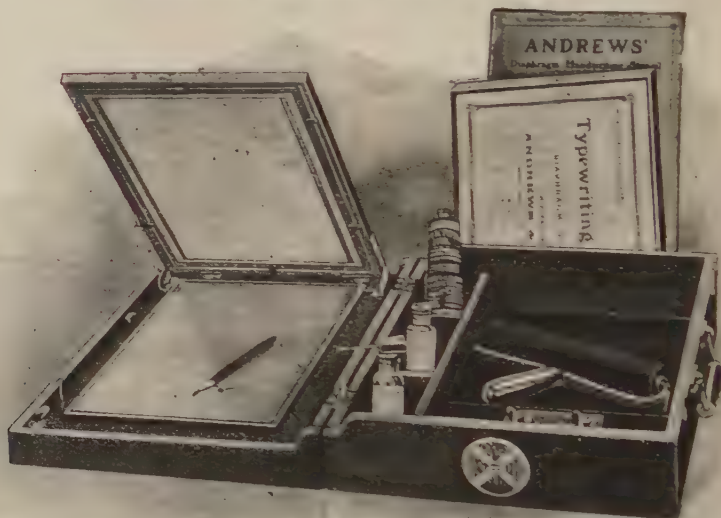
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ELECTION PREPARATION

A Consistent Plan

We have recently been privileged to see a complete indoor plan of preparation made by one of our Labour agents for the eventuality of a general election. For various reasons we do not here disclose the name of the agent and constituency, but the attention given to detail and thoroughness with which the plan has been evolved reflect the greatest credit on the agent concerned and should materially assist the candidature.

It should be noted that the preparatory methods under review relate solely to the collection of necessary information and data, and it will be obvious on reading this article that the preparation has involved also a considerable overhauling and stabiliment of the outdoor machinery with consequent attention to matters of Party organisation.

Following normal lines the agent has, of course, prepared his maps, but in this case a series of maps are being prepared in which the elementary schools, public halls, polling stations, and outdoor pitches have been marked. Attached to the maps are memoranda giving in great detail the various necessary particulars such as persons with power to let halls and school-rooms, departments, head teachers, caretakers, and specific information concerning the polling districts. We are not altogether certain but that the practice of having one map completely marked would not have been more useful, as the relative position of the various types of halls and pitches, &c., is obviously of great importance and more easily got at. This, however, is not so much a criticism as an opinion.

A feature of the manner in which records are kept is the adoption of the loose-leaf system for filing, under carefully tabbed heads, the classes of records that have been compiled. Thus

we notice information has been compiled under the headings of Before Election, Election Imminent, Budget, Branch Secretaries, Individual Members, Polling Districts, Bill-Posting Stations, Workers, Committee-Room Duties, Hints to Canvassers, Local Speakers, Publicity Department, Persons in Charge, and Meeting Places. We do not say that this is ideal or the indexing that should be general. There is necessarily under the headings mentioned a good deal of duplication, but in the complete form the compendium of information before us convinces one of the tremendous advantage an agent must possess if he has annotated all he wants or all he knows concerning the constituency under such headings.

An examination of what has been collected would take too long to detail here, and we will therefore merely sample some of the subjects. Under the heading Before Election we have, for instance, an admirable memorandum (not original, it is true, but nevertheless highly exhaustive) detailing all the matters requiring to be done by an election agent up to the date of the poll.

Election Imminent consists of sixteen pages of memorandum which the agent has apparently jotted down on different occasions concerning matters which he desired to think of when the election is close at hand. These differ from the procedure under the previous heading inasmuch as they consist mostly of matters pertaining to the immediate plan of campaign for the agent's own constituency. Thus we get a note "Hire for three weeks" (then follows the number and situation of the central committee rooms the agent proposes to use). Notes are made concerning the stationery that would be immediately ordered, the staff that would be initially set on, certain estimates that would be inquired for, and particulars of certain printing that would be put in hand at once, and much similar matter. Included in this section is a carefully thought out plan of the agent

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for dealing with removals. Certain draft resolutions have been prepared. A note has been made of the goods that will be supplied to committee rooms, and drafts are filed of instructions that the agent will require to issue for various purposes. In fact, the section "Election Imminent" appears to us to be one of the most important in the scheme, but in its present form it is an unindexed encyclopædia, the compiler having obviously not yet had time, after making voluminous notes, to sort them into the order in which he will be likely to require them. This we presume will be done later.

Under the heading "Budget" we find a summarised estimate of the election cost, but have unfortunately been unable to find the precise details on which the totals are based. Undoubtedly in such a precise scheme of preparation the totals have been arrived at on some detailed calculation. If not, we are afraid the "estimate" would be valueless in working out the plans previously filed. It is true that there is a sheet giving, under such headings as Hire of Halls, Committee Rooms, Bill Posting, News Sheet, Election Addresses, Election Envelopes, and so forth, another version of the estimate, but this appears to us, after all, to be merely a varied summary. It certainly does not give the detail on which the total figures must be based if they are to be reliable.

In the budget section there follows the scheme under which the agent will keep his accounts at election time. The agent's lump sum estimates for various costs are apparently to be put down on one page, a page for each lump sum, and all actual expenditure pertaining to same is to go on the opposite page. We can hardly believe that this system of book-keeping will be adopted for the election. If so, it will be hopelessly inadequate, needlessly complicated, and thoroughly confusing. As a means of checking expenditure with estimate it is of course helpful, but it is not book-keeping, and we

believe there is a much simpler plan and one involving far less labour. We say this, however, without grudging the word of commendation that is due to the agent who tries to pioneer a good plan of keeping accounts, for an all-efficient set of election account books, combining simplicity with efficiency, has yet to be evolved, or, to modify that sentence, no system has been found which exactly suits the system and conforms to the laws of book-keeping.

The files concerning Branch Secretaries, Individual Members, and several of the others are obvious in their functions. The list of Bill-Posting Stations is a very useful piece of work, but why not now have these marked on the map? Under the headings "Hints to Canvassers and Committee Room Duties" have been filed full instructions and hints to workers concerning all details of the election campaign. Indeed, if the agent dies, and the candidate survives the misfortune, it would appear that the election could go merrily on, everybody knowing precisely what to do. It certainly is not every agent who can prepare a *post mortem* of his functions.

The heading Publicity Department aroused our curiosity, but we were disappointed to discover that that department is as yet empty. Plans should speedily be prepared that will remedy this.

Taking the plan of preparation as a whole it is one that we can heartily recommend agents to adopt. So often one hears of a good tip or thinks of a sound plan to adopt, but in the hurly-burly of the election plans are scattered and the agent succeeds best who does not get flustered, and who knows precisely what to do. The noting of all these points beforehand is a wonderful help, and what is more, discovers in the beginner the point on which he will feel uncertain when the time arrives. We heartily thank our friend for the opportunity he has given us of reviewing his matter.

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The County Council elections are coming nearer. The first thing to do is to call a county conference of all interested. Is this being done in your county?

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